

ORDER



Orders	Order / Rev:	172471
	Alt Order #:	
	Product Desc:	Wisconsin Gaming
	Estimate:	Wisconsin Gaming Enough Already
	Flight Dates:	11/29/12 - 12/15/12
	Original Date / Rev:	11/26/12 / 11/26/12
	Order Type:	GENERAL

	WDJT-TV-LP
Primary AE:	<u>Jim Held</u>
Sales Office:	<u>MILW</u>
Sales Region:	<u>LOC</u>

Agency	Name:	Nonbox/Eisner
	Buying Contact:	Carmen McKinley
	Billing Contact:	
		5307 S. 92nd Street
		Hales Corners, WI 53130

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	Wisconsin Gaming
	Demographic:	HH
	Product Codes:	PL Issue
	Priority:	POL
	Revenue Codes:	AGY, POL, ISS

New Business Thru: _____
 Order Separation: 00:15:00
 Advertiser External ID: _____
 Agency External ID: _____

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
11/26/12	12/10/12	22	\$10,370.00	\$8,814.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
December 2012	22	\$10,370.00	\$8,814.50	0.00
Totals	22	\$10,370.00	\$8,814.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Held			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
WDJT-TV-LP	15%	\$10,370.00
Market	100%	\$69,133.33

Competitive Share

CABLE	0%	\$0.00
WBME	0%	\$0.00
WCGV	0%	\$0.00
WISN	30%	\$20,740.00
WITI	30%	\$20,740.00
WMLW-	0%	\$0.00
WPXE	0%	\$0.00
WTMJ	25%	\$17,283.33
WVTV	0%	\$0.00
WYTU	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WDJT	11/29/12	12/04/12	Morning News M-F 6a - 7a	CM	6a-7a	11-11--	:30	4	\$80.00	P-1	0.00	NM	4	\$320.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/26/12	12/02/12	---11--		2				\$80.00		0.00			
		Week: 12/03/12	12/09/12	11-----		2				\$80.00		0.00			
N 2	WDJT	11/29/12	12/07/12	CBS58 Nws 5p M-Sa/530p	CM	5-530p/530-6p	11-11--	:30	4	\$350.00	P-1	0.00	NM	5	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/26/12	12/02/12	---11--		2				\$350.00		0.00			
		Week: 12/03/12	12/09/12	11-----		2				\$350.00		0.00			

Advertiser:	Wisconsin Gaming
Product Desc:	Wisconsin Gaming
Estimate:	Wisconsin Gaming Enough Already

WDJT-TV-LP

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 2	WDJT	11/29/12	12/07/12	CBS58 Nws 5p M-Sa/530M CBS58 Nws 5p M-Sa/530p Su		5-530p/530-6p	11-11--	:30	4	\$350.00	P-1	0.00	NM	5	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/26/12	12/02/12	---11--		2				\$350.00		0.00			
		Week: 12/03/12	12/09/12	11--1--		3				\$350.00		0.00			
N 3	WDJT	11/29/12	12/10/12	M-F Late News M-F Late News	CM	10p-1035p	11111--	:30	5	\$700.00	P-2	0.00	NM	7	\$4,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/26/12	12/02/12	---11--		2				\$700.00		0.00			
		Week: 12/03/12	12/09/12	1111---		4				\$700.00		0.00			
		Week: 12/10/12	12/16/12	1-----		1				\$700.00		0.00			
N 4	WDJT	12/01/12	12/08/12	Sat Late News Sat Late News	CM	10p-1035p	-----1-	:30	1	\$700.00	P-2	0.00	NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/26/12	12/02/12	-----1-		1				\$700.00		0.00			
		Week: 12/03/12	12/09/12	-----1-		1				\$700.00		0.00			
N 5	WDJT	12/02/12	12/09/12	Sun 530pm News Sun 530pm News	CM	530p-6p	-----1	:30	1	\$300.00	P-1	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/26/12	12/02/12	-----1		1				\$300.00		0.00			
		Week: 12/03/12	12/09/12	-----1		1				\$300.00		0.00			
N 6	WDJT	12/02/12	12/09/12	Sun Late News Sun Late News	CM	10p-1035p	-----1	:30	1	\$700.00	P-2	0.00	NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/26/12	12/02/12	-----1		1				\$700.00		0.00			
		Week: 12/03/12	12/09/12	-----1		1				\$700.00		0.00			
													Totals	22	\$10,370.00